

Museum and Cultural Advisory Board
March 28, 2013
Exhibit B



Arizona Museum for Youth 2.0

Image for the Future

A Museum Metamorphosis

AMY's Legacy:

John and Jack Whiteman Founders

Original Children's Art Museum -1978

1st Children's Museum in Arizona

Partnership with City of Mesa in 1987

Mission: *To inspire children of all ages to experience their world differently through art, creativity and imagination.*



AMY's Building:

- AMY began as Store Front at Poca Fiesta Mall
- Adaptive Reuse of a Historic Basha's Grocery Store
- Renovated four times: 1985, 1995, 2003 and 2010



AMY's Building:

- 2010 Renovation -
- Response to member & visitor surveys
- ArtVille changes - center space & reclaimed offices for multiuse classroom



AMY's Building:

- 2010 Renovation -
- Brick wall cut- created unified lobby, skylight & store
- ArtZone replaced store
- Reconfigured admin offices

FAREWELL TO AMY



HELLO AMY 2.0

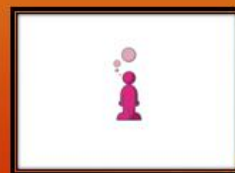


Image for the Future

PHASE I ~ Reach Advisors, James Chung & Susie Wilkenburg

Research Results: Quantitative & Qualitative Panel

PHASE II ~ John Willie, Creative Engine

Internal One-On-One Interviews: Brand Strategy

Primary Brand Name Identification

crowdSPRING- Logo/Brand Development

Branding Operations/ Program Plan

PHASE III ~ Steve Carr, Kur Carr Group, Inc. & Next Steps

Communications, Marketing & Social Media Campaign:

Staff & Board: Resources & Timeline

Project Need:

AMY Name Confusion:

- ✓ History of AZ ?
- ✓ Youth = Teen?
- ✓ ArtVille = preschool ?
- ✓ AzMNH - distinguish strategic difference
- ✓ Children's Museum of Phoenix - distinguish strategic difference
- ✓ Dated brand – 35 years old in 2013
- ✓ Audience data needed for future plan



Children's Museum Churn:

- Audience base and membership in constant turnover
- Children's visitation peaks at 2-5 years of age
- Declines through age 9, then precipitous drop
- Most families visit children museums for a limited window... bracketed by the oldest child

Research Revealed:

- ✓ Status quo: challenges are obstacles to growth
- ✓ Arizona Museum for Youth engages children of all ages
- ✓ 78% adults participate with children
- ✓ Separates from the rest artfully
- ✓ Exhibitions top reason for visit: love change, something new, real art/objects
- ✓ No. 2 reason: ArtVille; No. 3: ArtZone



Research Revealed:

AMY's visitor experience: Cultural engagement and creative passion connects with childhood roots.

Our audience: Passing creativity and culture to their children is vital.

Desired experience: Creating artfully.

Our visitors visit:

- ✓ Other museums - 85% (Science, Art, Natural History)
- ✓ Libraries - 69%
- ✓ Live performances - 63%

► AMY: Attracts curious, creative families that love to learn together

► We're fun! National average 42% ~ AMY = 58%



Key Attributes-Differentiation

◆ What sets AMY apart from other children's museums: **higher level of engagement with adults.**

◆ It's much more common for adults to think of children's museums as being a place to come for the kids, not for themselves.

◆ For families visiting AMY...
content for kids and for adults.

The Brimhall Family enjoying the scratch art activity in Extreme Pets! Target Free Sunday August 4, 2012



Interview Comments:

"Art linkage with museum really narrows our scope. In research, we know that we want to broaden that scope to technology and science. Because creativity really has a lot of touch points in all three of those categories."

"The word imagination to all of us was very interesting. It conjured up a lot of latitude in terms of art, science, technology, and imagination feeding into creativity. It's interesting, because it probably links the three words that are important to us."



Our Best Brand Strategic Objectives:

"I think key drivers driving the brand name is more the content of what the museum offers than the name itself. The brand name, I would say, is a part of the equation, but it's not necessarily going to be the full driver of the equation. It's what's that experience and what are people saying about that experience when they walk away from it" ~ Interviewee

- ◆ #1 place our target audiences can see themselves or their peers visiting.
- ◆ A personality that is engaging, curious & frames an experience expectation.
- ◆ A brand they feel fits them.
- ◆ A brand based upon research data.



Target Market: Creative Family

- ◆ The "creative family": ultra curious folks, the curious moms.
- ◆ They look for learning in a lot of different ways.
- ◆ **ULTRA- PARENTS:** "Ultra-Fun Mom," the "Ultra-Family-Time Mom," and the "Ultra-Learning Mom." **Moms & Dads** who have a strong primary motivation for visiting museums, "Ultra Curious Moms"
- ◆ Opportunity to develop and expand Hispanic market "creative families." Currently, AMY ethnic participation is very "white."
- ◆ How the experience supports the development of imagination and self-expression.



AMY 2.0 Expanded Experience:

- ✓ **For your child & the child within you ...**
- ✓ Art, Imagination, Design, Science, Technology, Experience
- ✓ Supporting Creativity
- ✓ Redesigned ArtZone & Family Zone
- ✓ Enhanced ArtVille & New Exhibition
- ✓ More possibilities to create artfully
- ✓ **Exterior & interior aligned to meet brand**



ArtVille's New Tot Depot



ArtZone: Design, Innovation

- New Name: *Idea Nebula*
- New layout- organic
- Keeping- Ipads, Pixel Wall & BEAMZ
- NEW Items:
 - *Trash to Treasures* – Creative Art Making
 - *Career Builder Corner*
 - ASU- 35 Ideas Exhibit Area
 - Doodle Area
- Add more Technology overall

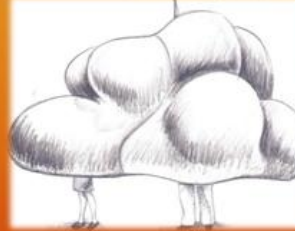
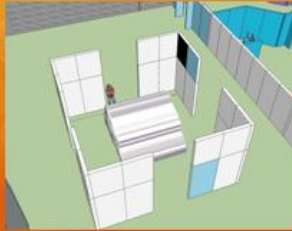


Exhibition: Dream On...

Laura Van Duren- *Truth Scope*: Interior for writing, exterior installation and sky view from above.



Laura VanDuren Cloud Installation:



"Imagine a giant paper cloud suspended just above the floor that appears to be gently swaying. Look a bit closer and see that the cloud has sprouted legs!

The public will have the opportunity to complete the artwork by writing their hopes and dreams on the inside of the clouds, and thereby become active participants in the process of creation."

Cluster Project 2013: Interdisciplinary Teams ASU

- 35 Ideas for the Next 35 Years of AMY
- Exhibition of Ideas in *Idea Nebula*, Published Book & Activity
- Spring 2013 Semester Project- Thesis Studio in Urban Architecture & Design included redesign in a project
 - Possible Implementation of a project (s) for winning Team
- All students will be invited to attend opening weekend experience
- Internship with AMY 2.0



Branding Operations/Program Plan:

- ✓ Rubric/Criteria to meet New Brand Promise & Experience
- ✓ February Unveiled New Name & Brand
- ✓ Plan for Transition: Close May 26 – June 22, 2013
- ✓ Grand re-opening June 2013





QUESTIONS?

Sunnee O'Rork, Executive Director
Jeffory Morris, Art Curator-Exhibition
Department